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all **VOLUNTEER**

The Army's recruiting and retention professional magazine since 1919

JUNE 1980



Launching High School Programs

Commander's Notes



Your high school programs should be viewed as a cornerstone—the cornerstone for building the Army of the 1980's. High school diploma graduates, voluntarily entering the DEP or enlisting throughout the year, are essential to maintaining the strength of the Army. Other requirements may change as often as every month, but we have a solid assurance of seeing an annual requirement for about 100,000 high school graduates (20 percent of them females) next year, and in the years to follow. This will be our toughest recruiting challenge.

The Recruiting Command got off to a slow start on high school seniors last summer, and we are paying the price today. We must look ahead, and concentrate on the rising high school seniors right now to enlist them in the DEP this summer and autumn.

This issue of all VOLUNTEER looks at some successful on-going programs which can put us in closer touch with our prospects. Examine what these articles are saying, and get a feel for the way the designers of these programs profit from them. Some are innovative and insightful, while others capitalize on special skills or abilities. But at the heart of each of them we can clearly see common traits which express, in new ways, proven principles and recruiter skills essential to success. All of the programs are based on inspiring trust and professional respect among the members of the educational community, the applicants, and their parents. You can put these ideas in tune with your own programs.

We will be bringing 20% more seniors and graduates into the Army in 1981. You must start work now on your high school activities for next fall! Seniors, graduates— you can enlist them— make it happen!

A handwritten signature in black ink, appearing to read 'M. R. Thurman'.

M. R. THURMAN
Major General, USA
Commanding

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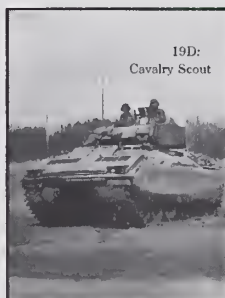
FLARE

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19D:
Cavalry Scout

Staff Sergeant Charles N. Roberts and a pair of June graduates grace this month's cover to represent our theme of high school programs. It was taken by Tom Gaume, A&SP Chief of the Little Rock, AR, DRC. The XM3 Cavalry Fighting Vehicle was taken by Richard Morris of the Ft. Knox, KY, PAO to show prospective Cavalry Scouts (MOS 19D) what they can look forward to handling.



If you have been assigned to USAREC for more than a few hours, you have certainly been told of the urgency and necessity to recruit high school seniors and graduates. Without a doubt that is the key to the success of the entire command, and it cannot be emphasized enough. We simply must enlist a significant number of high school seniors in order to meet assigned production objectives. Although that may seem obvious, and

is subject to change at any time.

A results-oriented high school plan requires both long range and short range planning. High school plans must be tailored individually in order to capitalize fully on the unique character of each recruiter and each school. There are approximately 5,000 on-production recruiters in USAREC, but there are nearly 21,000 high school plans, because there are that many high schools in the USA.

Staff Sergeant Bob Bender, just completing his second year on production in Harrisburg, PA, has two high schools assigned to him, and works them each differently. To date he has been successful in each.

His most successful program is in a large VO-TECH where he has obtained 11 accessions against an objective of nine (his personal goal is 18). This school conducts a mandatory ASVAB for all juniors, a significant advantage. Bender deals primarily with three counselors at the school, one of whom joined the American Legion with him, another is a member of the Pennsylvania Air National Guard, and the third is a former soldier. One of Bender's first acts when he was assigned this school was to introduce himself to these three counselors, and he spent considerable time with them explaining in detail educator packets and other material that is important to them. These counselors now call him whenever anyone indicates interest in any service.

Bender uses TAIR support as often as he can to schedule as many bands and exhibits as possible. Not content to wait for students to grow up, he starts calling sophomores and juniors. He uses his DEPs to get referrals so successfully that of the 11, five are E2s. He put his DEPs on "mission"

How to succeed in your high school

sound fairly simple, it has proven to be particularly difficult for many on-production recruiters, and for the managers of the production force.

Why is the high school market so important? The local high school contains the students who are in a recruiter's prime market for four years. At the same time, key people that influence a student's future career decisions, (parents and educators), can be reached through the school.

How then does a recruiter have a successful high school program? Some recruiters have great success in their high school market, but far too many come up short. As in any job, success comes through planning, and then quality execution of that plan. A plan is necessary in order to determine what to do, when to do it, where to do it and how to do it. The thing to remember about a plan is that it is only as good as its execution allows; and it

for data on dropouts, to tell him when other services are in the school (he has one of his DEPs attend all of these sessions to get the names of the people who are there), and to help complete his list. He has taken his DEPs to Ft. Indiantown Gap to participate in training with USAR units. Many of the DEPs are in Special Forces and Rangers, and he has them tied in to the local NG Pathfinder detachment.

Bender has had at least one hometown recruiter aide on board since October, and the aide eats lunch in the school cafeteria at least once a week, in uniform. Bender eats there twice a month. This school has no sports program, but Bender discusses the Army Apprenticeship Program and has been successful in talking to prospective heavy equipment operators about it.

Bender's other school is an upper middle class school from which many graduates go to college. He has enlisted eight of an assigned objective of nine, and is striving for 18 HSSRs here, as in the VO-TECH. He pushes VEAP, and the opportunity to learn a skill and gain experience. He works closely with three counselors here also, and uses DEPs and recruiter aides in the same manner as in the VO-TECH. He is denied a list in this school, but uses a yearbook as a point of departure, and assembles his DEPs on Saturdays, gives them a copy of what list he has, and has them fill it in for him as they talk to other students.

When the Cinema Van appeared at another school, Bender used the passenger van assigned to his area to shuttle 35 students to the Van, and also to listen to a band concert. This school has a good sports program, and Bender awards Certificates of Merit

to selected Scholar Athletes — signed by himself. When the honor roll is published, as well as the list of those who received scholarships, he sends those people signed certificates recognizing them as Scholars.

Thus in two different schools, Bender uses two different plans, and has found success with each. A plan is merely a tool, a method, used to increase productivity from a particular market. In essence it is a performance improvement program.

In many cases a plan fails chiefly because managers focus on the wrong thing. Too often what needs to be done is put on a world scale, i.e., "enlist 10% of all HSSR males." What must be addressed are the specific steps required to attain that goal. If those specific steps are not addressed, the end result is that there is a desired goal which is not clearly achievable.

Another pit-fall in preparing a high school plan is that the time span is so long that there's no sense of urgency. There must be provisions for short-range milestones to keep the juices

... by really trying

flowing. The plans also must be formal — detailed responsibility, a timetable, and yardsticks to measure progress by, and they must be addressed at the start. Be positive, be enthusiastic, and be willing to find a way to make it work. That's what Bender and his chain of command have done.

Build a successful program for yourself, and your schools, and then do as Bender has done — GO FOR THE GOLD!



by CPT Richard L. Strube, Jr.
NERRC

Coming home

by Chris Phillips
St. Louis DRC



MG Kaplan receives a warm welcome when he visits the Ballwin, MO, Recruiting Station. From left: SSG Dwain Qualls, CPT Robert Wank, COL Edwin King, MG Phillip Kaplan, LTC Joseph M. Lukitsch, and SFC Rich Bales.

It's easier for a recruiter to sell the Army as a place of opportunity to high school seniors when a graduate of their high school comes home to tell how he was successful in the Army. Staff Sergeant Hank Hankerson, recruiter for University City Senior High School in University City, MO, gained this advantage recently when Major General Phillip Kaplan, Commanding General of Ft. Riley and the 1st Infantry Division, visited his alma mater to talk to students about the Army.

Kaplan's high school visit was part of a one-day recruiting support visit that also included visits to recruiting stations, radio interviews, and a luncheon with community leaders. Accompanying the general throughout his visit to St. Louis was Lieutenant Colonel Joseph M. Lukitsch, St. Louis DRC Commander, who is the former commanding officer of the 1st Battalion, 2nd Infantry Division at

Ft. Riley.

The general's visit began with a breakfast in his honor held at the Chase Park Plaza Hotel in St. Louis. Among the guests at the breakfast were Colonel Edwin King, US Army Midwest Region Recruiting Command deputy commander, LTC Lukitsch, the St. Louis DRC's XO Major Ernest L. Spivey Jr. and Sergeant Major Marvin Bryan, staff officers, recruiting area commanders and assistant area commanders.

From the breakfast, Kaplan proceeded to the Grand Avenue Recruiting Station in St. Louis, where he met station commander Sergeant First Class Charles Lawson, USAREC's Recruiter of the Year for FY 78. Lawson briefed the general on his station's accomplishments and challenges and gave him his interpretation of a day in the life of a recruiter.

Next came the highlight of Kaplan's visit, his return to University

City Senior High School, where he graduated in 1946. The general spoke to the students about the Army's role in world affairs. He stressed that the Army keeps wars from happening and illustrated his point with lessons from history.

Then the general gave the students a slide presentation that depicted the on- and off-duty life of Ft. Riley's soldiers. He emphasized that the soldier's quality of life is high, and that opportunities exist for personal fulfillment in many different fields, including education, athletics, outdoor sports, and social life.

Kaplan concluded his high school presentation with a question-and-answer session. The students' questions were perceptive, and covered a wide range of topics.

A luncheon with St. Louis civic and community leaders and members of the press at the St. Louis Press Club followed Kaplan's return to his high school. At the luncheon, University City councilman Patrick J. Kelley

proclaimed March 10th "Major General Phillip Kaplan Day" in behalf of his city. The general spoke to the group about the Army's need to bolster the Army Reserve and National Guard, and deplored the restrictions that many schools place on recruiters. He asked the guests to support the Army recruiting effort, and then answered questions from the supportive group.

From the luncheon, Kaplan went to the studio of KSD-AM, where he was interviewed on a phone-in talk show. The general used the forum to express his confidence in the Army's soldiers.

The last stop on Kaplan's itinerary was the Ballwin, MO, Recruiting Station, where the general was briefed by station commander Sergeant First Class Rich Bales. The briefing gave Kaplan additional insight into the needs of recruiters. During his visit to the recruiting station, he was interviewed by phone by KMOX-AM, St. Louis' most popular radio station. 📻



Joyce Mitchell interviews MG Phillip Kaplan for her talk show on KSD-AM.

Young's formula for a successful HS program

by Bill Gottlieb
Long Island DRC

How do you get into a high school and develop it to the point where you get some 25 high school senior enlistments a year?

Your reporter, Bill Gottlieb (B.G.), recently spent time at the North Babylon High School, in Suffolk County, Long Island. The school has some 700 seniors. As he interviewed administrators and faculty, he was accompanied by Area Commander, Captain L. Gallion, Jr. and crack high school recruiter, Sergeant David K. Young. Following are some questions raised and the responses:

B.G.: What was the situation at North Babylon High School when you first started working with them in October, 1978?

Gallion: There was a minimum awareness of the Army and its many programs by the student population. We also had virtually no school contacts.

B.G.: What did you do?

Gallion: We realized that we needed a workable plan that would get us closer to the kids, their parents, the faculty and the school community. We knew what the Army had to offer the school, but we had to find receptive faculty and teacher personnel. A few phone calls established that a Mr. Americo Masi, Director of their Vocational Education Program, was the key man for us. So we visited with him and briefed him on benefits

the Army could offer to his juniors and seniors. We stressed the career counseling, the vocational training and using the Army experience as a stepping stone to careers in the private sector. He was most receptive to our approach and we outlined some of the things we could do for the school.

B.G.: Then what happened?

Young: The Captain and I sat down and listed all the things we'd need to do a good job for them and for us; office space, with desk and chairs, room for literature and displays, and a pass authority.

B.G.: What's with that pass authority?

Young: That turned out to be one of the most important permissions we have. The "pass authority", enabled us to set up schedules of talks with individual students and with classes of juniors and seniors. Here's how it works. Say a youngster talks to us and Mr. Masi about the Army, and he's late for class. Our pass authority will excuse him with that teacher. Or, I may send a note to students who show interest, or who have responded to our REACT CARDS, in their classroom or home room, notifying them 24 hours in advance. "Please See SGT Young in his office, at 2:30 PM today." Principal Carl Smith was most understanding in granting this authority.

This arrangement enables me to have one-on-one talks with students right in my office, rather than chasing them down in school or at home. I keep regular office hours at the school: Tuesdays and Wednesdays, 10:30 AM - 12:30 PM. This way, I don't have to worry about seeing them at the Recruiting Station which is several miles away, or missing them after class. And it's a relaxing atmosphere.

B.G.: How do you use other school facilities?

"There was a minimum awareness of the Army and its programs by the student population . . . we knew what the Army had to offer the school, but we had to discover the receptive faculty."

— SGT Young —

Young: I keep literature on display in the Industrial Arts Section and on hallway bulletin boards. I make announcements on the loud speaker system when necessary.

Gallion (interjecting): SGT Young is the top high school recruiter in the DRC. He was honored recently for being the first member in FY '80 of the Club 18 in the Northeast Region when he got 18 HSSR DEP enlistments.

B.G.: What are some of the key factors in your high school recruiting program?

Young: I have several basic approaches: stressing our regular benefits, high exposure, volume contacts and personal follow-through in the schools.

B.G. (to Americo Masi, Jr., Dir. of Vocational Education): Why were you interested in having the Army in your school?

Masi: It represents another career option to be explored by the kids. We also have the other Armed Forces here, but we work most closely with the Army, because they've been so responsive. They listen to the students, they get a feeling for what they want. They try to fit the Army program to what the kids need or can do. Many times we do joint counseling.

They don't reject any youngster, 17-19. For those that are into smoking or drinking, they tell them to cut it out. For others, they counsel them to stop relying on mom and pop and begin thinking for themselves. They tell the kids: "The Army has no free lunches."

Sometimes the youngsters have reservations about joining: "If I don't like it, what do I do?" SGT Young tries to stress goals according to their ability. There's no sense in a kid trying to be a surgeon when he has the hands of a mechanic.

SGT Young and I make a pretty good team. He is honest and sincere

and the kids and the faculty respect him.


B.G. (to Mr. Russell Camarda, Assistant principal; as an Air Force Second Lieutenant, he was a weatherman): What value do you see in having an Army career counseling program in your school?

Camarda: The youngsters haven't yet developed their career goals; consequently they can more easily recognize their immediate targets-jobs, spending money, peer status. The Army offers them an alternative choice, a time to think things out. I've had Army kids, high school dropouts, write back a couple of years later to tell me they were now college bound. While I personally don't see the Army as a final choice, it helps many kids develop a sense of responsibility, and of growing up. It also teaches them how to deal with people.

B.G. (to Gallion): Any further advice about reaching the youngsters?

Gallion: It's vitally important for the school to trust Army representatives to answer the youngsters openly and constructively. To feel confident that the Army will do nothing to harm the school's reputation. For the recruiter to be thoroughly familiar with all of the options the Army has to offer, and to have the complete trust of the students. And above all, the recruiter must have the personality and the chemistry to blend with the students and the faculty. Fortunately for us SGT Young has all of these qualities.

B.G.: To summarize; What's the value of an effective high school recruiting program?

Gallion: It's our bread and butter. It supports our current efforts to recruit in upper mental categories. Without a good high school recruiting program it's virtually impossible to make mission while building the DEP. 

"It's (high school program) our bread and butter. It supports our current efforts to recruit in upper mental categories. Without a good high school recruiting program it's virtually impossible to make mission while building the DEP."

— CPT Gallion —



NFL teams up with the Army

by SFC Don Norton
San Francisco DRC

There's a public service television "spot" that has gotten considerable play during professional football season. It causes many a raised eyebrow from people visiting the San Francisco area. For some, it's as hard to swallow as "Mean Joe" Green sipping coke offered to him by a pre-teen fan. But the spot's a winner despite the current on and off, we move — we don't move battle now being waged between the Oakland Raiders, the National Football League, and the owners of the Oakland Coliseum.

The spot shows Oakland Raider guard Gene Upshaw and Army Master Sergeant Jim Jackson of the San Francisco District Recruiting Command sitting and rapping about the importance of staying in high school.

In closing, Upshaw looks directly into the camera and proclaims: "Remember, winners finish first." The spot ends with the Army and Raiders' logos side by side.

The spot is one result of a highly-successful cooperative effort between members of the Raiders Club and the San Francisco DRC people. The venture has also produced mammoth outdoor billboard displays, flyers, stickers, his posters and an 11-minute film.

The film clip shows Army recruiters, Raiders and "kids from the block" rapping about "just why youths drop out of school." Done up in the informal "rap session" format, it's ideal for school showings, said a San Francisco DRC spokesman. He added

that a billboard version of the message drew high honors in a competition held under the auspices of the Army Recruiting Command and NW Ayer.

"The core of the campaign is a series of high school visits featuring members of the Raiders and Army recruiters. Complete reversal of ideas and feelings about the Army, among the school populace isn't unusual. Previously, skeptical officials have come to accept the "Stay in School" program as well as objectives of Army recruiters.

"The kids," the San Francisco Command spokesman said, "get to see the Army in a completely different and much more favorable light."

School officials and students haven't been the only ones anxious to get behind the program. Also on the "Stay in School" team are Raiders running back Clarence Davis, offensive guard Upshaw and members of the Raiderette professional cheerleading team.

On the Army side, there are 1958 Heisman Trophy winner Pete Dawkins, now an Army colonel and Army recruiters like Jackson and Sergeant Hope Findley also of the San Francisco District Recruiting Command.

The program was first announced at a community luncheon in October, 1978, and has been a going proposition ever since. In attendance at that "introductory" luncheon were Civilian Aide to the Department of the Army Ben Swig, Rose Tally-Halloday of the California Department of Education, representatives of the municipal governments of San Francisco

and Oakland, 6th Army of the Presidio of San Francisco and miscellaneous media and education representatives.

The Raiders donated a full page of their 1978-79 PRO Magazine to the then still new program but cooperation between the grid club and the Army goes back even further.

"The Raiders have been extremely helpful toward Army Recruiting for years," the San Francisco spokesman said. He added that the Army has become a prominent figure in Santa Rosa's annual Family Day affair. The event allows fans to meet the players on a one-on-one basis. In 1978, the 6th Army Band performed in a program that included 30 DEPs (Delayed Entry Program personnel) enlisting before 7,000 football fans."

And it hasn't stopped there. Over the past two years, Raiders and Raiderettes have donated their free time to personal appearances at Army recruiting stations and open houses. One such event was last year's combined Active and Army Reserve open house at Concord, CA. Raiderettes have also become "Honorary Army Recruiters" during select pre-Raider game events.

"The program has terrific potential for the future," said an Army spokesman. It has been so well received by educators, media and civic officials in the Bay Area that Oakland Raiders executive assistant, Al LoCasale, very strongly believes the NFL could become interested in developing a similar theme on a nationwide format," he said.



Some recruiters might take great pains to avoid becoming involved in a high school drama production like M*A*S*H* but not so Sergeant First Class Jim Sullivan of the Army Recruiting Station, Gilroy, CA. Not only did he plunge right in but he even arranged help from both the Alameda, CA, based San Francisco District Recruiting Command Headquarters and the people at Ft. Ord.

When Sullivan first heard the students of Live Oak High School were going to put on the classic, tongue-in-cheek look at the behind-the-lines antics of the Korean War Army medicos, he was fascinated. It turned out a good thing; the high school thespians were out to do it the hard way — without costumes, props or any way of going about getting them.

Sullivan asked the San Francisco District Command Advertising and Sales Promotion people for help — and got it. It came in the form of Army fatigues, boots and old Army dog tags all courtesy of the Oakland Army Base facility.

He went to Ft. Ord's supply people for more props — tents, mess equipment, canvas, cots, footlockers and camouflage netting. He said he arranged for the play's technical director, Bill Liebert, to visit the Army post "to decide on the selection of the necessary equipment."

"I can't believe all the help we got from the Ord people," said Liebert. "All of them just about bent over backwards to help; we received much more than we had hoped or asked for. The stage looked so real it was 'spooky'."

Even after the arrival of the equipment, Sullivan continued to assist. He advised on the military aspects of the (Korean Conflict) time including the proper way to wear the Army uni-

form.


"A lot of the kids got their hair cut to fit their roles," Sullivan said. "Some actually looked more military than the actors in the television production."

When some of the young actors expressed a desire to retain their fatigues, Sullivan explained why he "couldn't allow that. But I can arrange for you to get a complete set of your own . . . by joining the Army," he said. He added that while the comment brought a ripple of laughter, there were some cast members who expressed a genuine interest in the Army. "As many as four may actually join up," he said.

Opening night Sullivan helped the Army to its share of the gate publicity by arranging for an Army Reserve ambulance team to be "on display" in front of the theatre. He stood by to help with information pertaining to the Army medical field and the Army in general. "About 200 people stopped by to talk to us," he said. "They got to know us and we picked up several referrals."

The kids and faculty of Live Oak gave Sullivan and the Army their own special kind of "thanks." His (Sullivan's) efforts were recognized on the back page of the M*A*S*H* program and an article about his assistance appeared in an edition of the school newspaper.

"They also gave me a special encore," he added. "On the night of the final performance, I was called on stage and the kids gave me a helmet liner filled with fruit and flowers . . . right there in front of the entire audience." He was also invited to the cast party following the performance.

"Everyone at Live Oak High School knows who the Army recruiter for the area is now," said Sullivan. "I've got a whole lot of new friends there." 

M*A*S*H

is a

S*M*A*S*H

by Gil Hogue
San Francisco DRC

Wheeling turns around and makes a comeback

by James B. McCarthy
Pittsburgh DRC

It was a perplexing puzzle. Wheeling was a multi-man station staffed with individually qualified Active and Reserve recruiters. But overall, they missed making mission in FY 79. The same held true to FY 78 when Wheeling was solely staffed by Active recruiters. Everything seemed to dictate that the Army would make mission at Wheeling. It offered a respectable recruiting market — a population of 228,200 (33,700 18-24 year old males and females) and 27 high schools.

But it wasn't happening at Wheeling. So the Airport Area Commander, Captain James R. Wilson, decided to change spark plugs. He transferred Sergeant First Class Bobby Jackson, successful station commander at Beaver Falls, to the Wheeling Recruiting Station in September.

"During the first 5 ½ months I've been here the Wheeling recruiters have enlisted 141 males and females in the Active Army and Army Reserve," said Jackson.

"Teamwork is the name of our game," he said. "Teamwork breeds success. I was fortunate enough to inherit a talented group of Active and Reserve recruiters."

Jackson pointed out that several major problems existed when he arrived. "There was little organization and teamwork was non-existent," he noted. "There were no specific areas or high schools assigned to recruiters. The Wheeling recruiters were making an effort but were at times working at cross-purposes."

The recently appointed station commander further observed that "supervision was lax and the high schools weren't being worked effectively and frequently enough."

The city of Wheeling is 60 miles southwest of Pittsburgh. In the heart of Wheeling, the Army Recruiting Station is housed in Room 103 of the Riley Building, 14th and Chaplin Streets. The recruiting area covers 2,319 square miles carved out of West Virginia and Ohio. It contains a 228,200 population of which 68 percent is rural, 20 percent urban, and 12 percent suburban. 16,700 of them are males between the age of 18-24 and 17,000 females in the same age bracket. Major industries include steelmaking, fabricators, coal mining, chemical and proprietary medicine producers.

To resolve their most pressing problems Jackson first assigned a specific recruiting area with corresponding

high schools to each Active and Reserve recruiter. He also prepared and issued a time-management guide to each recruiter for working his area.

These solutions were an extension of the tactics which Jackson employed while station commander at Beaver Falls.

"If a recruiter exercises good time-management, follows his Weekly Planning Guide and MANDEX, he's bound to reap positive results," observed Jackson.

Jackson soon discovered that spreading the word about today's Army, the two-year enlistment, VEAP, technical training and making the most of Reserve units and assets can open doors. It increases vitally needed Army visibility in the recruiting area. Here were some of the activities he became immersed in:

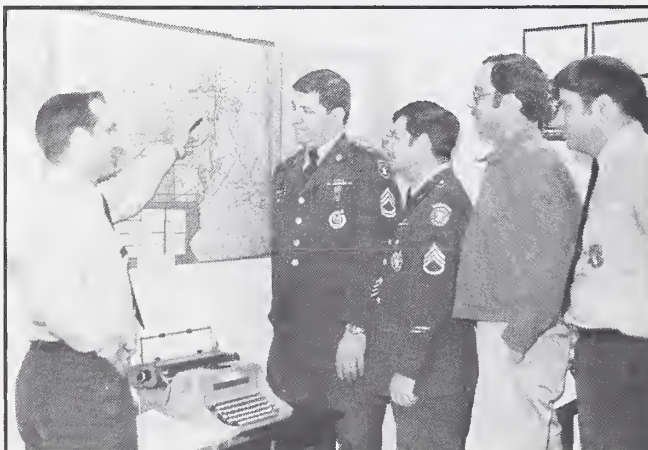
- Development of rapport with radio and TV station managers and editors of area daily and weekly newspapers
- Making speeches and appearances at local business and service organization functions such as the Rotary Club, Chamber of Commerce, VFW and American Legion

"You'd be surprised at some of the false and archaic notions I encountered at these gatherings," said Jackson.

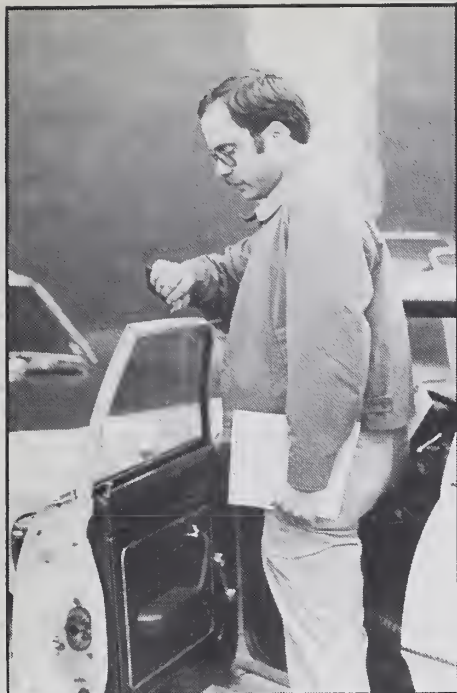
"Many of the gentlemen go back to World War II. They were totally unaware of how much the Army has changed and improved . . . better quarters, chow, technical training," he said.

"One businessman thought a Private E-1 was still paid \$20 a month" said Jackson.

He sees Centers of Influence as valuable and worthwhile assets "as long as you're getting something in return." He observed that, "A CI with the Chamber of Commerce might know the president of a schoolboard



"You're working this area," SFC Bobby Jackson tells his recruiters. Checking out the Operation and Analysis Map are (l. to r.): SFC James Donahue, SSG William Cordery, SSG Thomas Gibbon and SSG James Stapelton.



SSG Thomas Gibbon checks the time as he prepares to take off for an appointment with a prospect. He received NERRC's "High Flyer" award for writing 27 contracts in two months.

USAR Recruiter FY 78 Award (99th ARCOM), Army Commendation Medal (99th ARCOM). He also received the Commanding General's "Super Star" Award for FY 79.

Donahue is a model recruiter for methods of using the local Army Reserve Unit, cultivating friends and acquaintances and obtaining valid referrals. He's also been instrumental in arranging the use of Reserve trucks, jeeps and many other assets at fairs, parades and various community activities.

Staff Sergeant William L. Cordery has been on Reserve recruiting duty since December of 1979. Station Commander Jackson believes the young recruiter "shows a lot of promise."

A newcomer to the Wheeling station is Staff Sergeant James R. Stapleton. He's an involuntary DA selected Active Army recruiter from Ft. Eustis, VA where he was a Medical Records Specialist at McDonald Army Hospital.

The 11-year Army careerist received the "Rookie of the Month" at the Pittsburgh DRC in February, his first month on production. He's already earned a Gold Star. He works the Belmont County, OH, area and calls on nine high schools.

An Active Army recruiter at the Wheeling Recruiting Station for nearly two years, Staff Sergeant Thomas L. Gibbon has been "comin' on strong," notes Jackson. He earned the "Rookie of the Year" award for FY 79 at the DRC. Gibbon has also been awarded the Commanding General's Trophy as well as the CG's "Super Star" FY 79 award. He was also personally presented the NERRC "High Flyer" award by NERRC's Colonel P. L. Clifford for writing 27 contracts during the months of January and February. Gibbon has already earned his third gold star and is three contracts away from receiving his Gold Badge.

Staff Sergeant Norman P. Hershberger is an Active Army recruiter who came to the Pittsburgh DRC from

the Long Island DRC in November, 1978. He's been recruiting six of the 19 plus years he has been in the Army. Prior to recruiting he was an instructor at the US NCO Academy in Hawaii. His basic MOS is 11B.

"Gaining the applicant's trust and catering to his or her needs is my approach to recruiting," said Hershberger.

He is a Gold Badge recruiter who earned his second Sapphire in February.

The last five of Jackson's 14 years in the Army have been in recruiting at the Pittsburgh DRC. He came to Pittsburgh from Ft. Hood, TX where he practiced his 96B trade with a military intelligence unit.

His recruiting philosophy is to "take prospects on an individual basis, determine their background, home environment, where they're coming from and where they'd like to be." He concluded, "Hopefully, they will opt for the Army."

Jackson is a Gold Badge, Sapphire recruiter, who has been one of Pittsburgh's most steady mission-makers. As a station commander, he works 12-14 hours a day.

Present plans for the Wheeling Station include greater emphasis on:

- Army visibility throughout the recruiting area
- Public Service Announcements for local radio and TV station announcing the two-year enlistment option and VEAP
- Support teams such as sports clinics, Army rock bands, etc.

In the future, plans call for more emphasis on the high school program.

"We'll take all we can get of Army basketball clinics, wrestling clinics and Army rock concerts in the days ahead," Jackson noted.

In the words of Captain Wilson, "Your contribution, improvements and outstanding production are a key to the area's success."

Jackson summed up Wheeling Recruiting Station's overnight success this way "Hard work, better organization and teamwork."

at a school to which a recruiter hasn't been able to gain entry. This could open the door."

The other type of CI that Jackson labels "golden" is the one who passes on referrals such as high school counselors or state unemployment bureau officers.

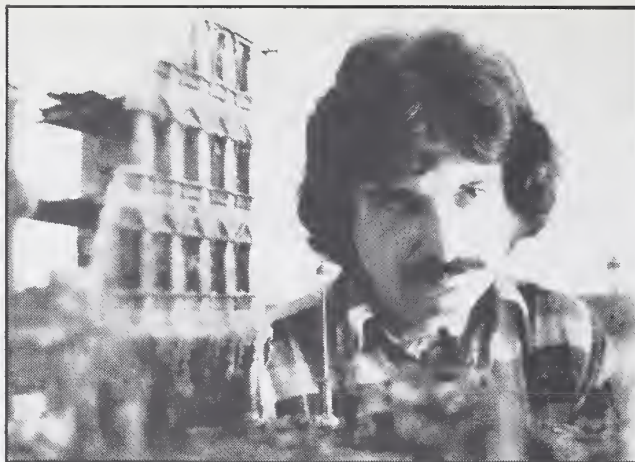
"Joe, the bartender, might be a nice guy and give you a lead, but he's not a genuine CI unless he provides you with repeated referrals," he said.

Coming-off of FY 79 when altogether the Wheeling Recruiting Station made a disappointing 68.9 percent of its mission, the revitalized staff exploded out of the gate in FY 80. Active and Reserve recruiters together have achieved 87 percent of their mission in October, 82.1 percent in November, 160 percent in December, 140 percent in January and 200 percent in February.

Wheeling recruiters are all "front runners" according to Jackson. The multi-man station team includes two-Reserve and three-Active recruiters.

During Sergeant First Class James P. Donahue's 25 months as a Reserve recruiter, he has been a 100 percent plus recruiter. He has been the recipient of such recruiting hallmarks as the Commanding General's Trophy, Army Commendation Medal (USAREC), Top USAR Recruiter FY 79 Award (Pittsburgh DRC), Top

Modeler Dan Shockley, Army award winner, views one of the displays. One of the very realistic models of an Army tank appears to be moving out.



Model displays bring Army awareness to Little Rock

**by Rob Gardner and Debbie Kinsey
Little Rock DRC**

If you ever change planes at the Little Rock Municipal Airport, you will see an Army exhibit in the airport lobby just before you are checked for firearms.

Next to a photographic display of Arkansas Governor Bill Clinton, a glass enclosed case is filled with realistic miniature models of Army equipment made and donated by the Central Arkansas Modelers Society. Few people walk past it without stopping for a better look at the fine details created by a group of dedicated craftsmen. A closer examination of the miniatures also directs your attention to the names and phone numbers of

some Army recruiters in the greater Little Rock area.

You'd think the display cost the Army a small fortune, but it didn't. It is the product of a cooperative effort between the Little Rock DRC and the modelers society.

It all started when a young man walked into the recruiting command office and requested photographs of Army equipment. He was a modeler and needed the photographs to use in building realistic plastic models of Army equipment.

He got the photographs, and Army recruiting got a good source of models to use in the Little Rock Airport exhibit space, which had been donated by the airport manager, James Rogers.

Steve Wilson, secretary of the modelers society, worked closely with the Little Rock DRC. Through his efforts, the command was invited to set up a display, gratis of course, at the regional convention of modelers.

Advertising and Sales Promotion information specialists responded to the invitation, viewing it as an opportunity to obtain leads for recruiting and to enhance Army awareness in the community. The convention accomplished both goals because it appealed to our primary market—high school seniors.

Sergeant First Class Doug Lawson, Fayetteville Recruiting Station, was called in to man the display because of his personal knowledge of modeling and to pick up lead possibilities. Captain B. J. Mott, Reserve Officer Operations, volunteered to represent the Army Reserve. The combination was a winning one and the public responded accordingly.

To attract the crowds to the Army's table, photographs and recruiting publicity items were given to modelers. It worked. Wilson also donated Army equipment models for display on the table. This proved to be another drawing card at the convention. The young viewed the models of history with interest. Older modelers viewed the Army exhibit with patriotic nostalgia.

After the convention, an awards banquet was held to honor winners of the model contest. Lawson represented the Army by presenting Dan Shockley, of Camden, a first place award for the best Army model, and Steve Wilson, of Little Rock, an award for best diorama in the military class.

When asked why he helps the Army through his modeling activities, Wilson said, "They came to me for help. I served in the Army and realize it is necessary. If I can help pick up a few recruits by my donations, I'm glad to do so."

Wilson refers to his art as "building a piece of history." In recruiting for the Army, our recruiters share that feeling. With that common objective, the modelers and the Army work well together.

The secret is influence

by Rod Rasmussen
Minneapolis DRC

Three Minneapolis DRC recruiters enlisted 27 high school seniors into the DEP program during the current school year from only three medium size high schools.

Sergeant First Class Marshall Buchanan and Staff Sergeant Harold E. Halseth of the Manato Recruiting Station, and Staff Sergeant Carey Pavlish of the Marshall Recruiting Station attribute their success to early initiation of the yearly high school program and selling the Army program to juniors. Also considered important is good relations with counselors, centers of influence, hard work, and most of all, using the DEP enlistee to prospect in the school. The incentive of a possible grade promotion for DEPs who bring in qualified enlistees is also a valuable tool.

"I enlisted Eric Binger, a Marshall High School Senior into the DEP program," says Pavlish, "Respected by his classmates, he's a natural leader." He went on to explain how he uses Eric to get other high school prospects to come in for interviews. So far, Pavlish has enlisted eight Marshall High School seniors into the DEP program. "I just work my DEP enlistees," says Pavlish.

Although Pavlish deserves a lot of the credit for enlisting them, the influence of a peer is very important.

Tina Drury, who enlisted in November and will leave for basic in September says, "I didn't think much about joining the Army until a girl who was home on leave from basic training talked me into joining."

Pavlish also uses centers of in-

fluence. Dianne Hale, Marshall policewoman, says, "I always encourage young people to consider the Army as an option."

In the Mankato Recruiting Station, Buchanan, who is a young, energetic and dedicated recruiter, enlisted nine seniors into the DEP program from Mankato West High School and commented, "You have to start your high school programs early. I work my junior class early in the school year, then enlist as many as possible in June, July and August. When school starts in September, I have several seniors already enlisted into the Army. In this way peer pressure works in my favor." He also stresses working well with school counselors and other school officials.

When asked what else he would like to comment on, Buchanan said, "Nothing, just get DEPs like Jon Jones to help get them in." Jon actively brings seniors in for interviews and has earned his future E-2 promotion under the DEP enlistment incentive program.

The Mankato Station Commander, Sergeant First Class Michael Groot-hof said his station has enlisted a total

of 44 high school seniors into the DEP program as of April 1st. He also stresses working the junior class.

Working the juniors and DEPs is important, but working with the counselors is also important to a good school program, according to Halseth, who has enlisted seven Active and three Reserve DEPs from the St. Peter Senior High School.

Mr. Sy Savor, St. Peter High School counselor says the Army has come a long way from the Army he joined. "Guaranteed technical training or assignment is great," says Savor, "and I like the way Halseth visits with the parents and students. It gives the parents a chance to be part of their son or daughter's decision." When asked how long it takes before he trusts a new recruiter, Sy commented, "About four months after the first enlistee enters basic training. That's when he comes home on leave and tells me whether or not the recruiter gave the right information. I don't want any recruiter giving my students a bunch of 'bull'."

Early programs, centers of influence, incentives and the use of DEPs to encourage enlistment in the Army are not the only suggestions made by these successful recruiters. They encourage stabilized assignments to recruiting stations, so recruiters can establish rapport with school counselors and students.

Professional recruiters, who are willing to work hard, and build bonds of trust and friendship with their schools are the backbone of a good high school program.





THE SWALLOWS RETURN TO CAPISTRANO and **Staff Sergeant Jerry Brletich** of the Minneapolis DRC keeps coming back to the Fridley Recruiting Station every three years to perform his reenlistment ceremony. Although a lot of people join the service to travel and get away from home, Brletich is quite content to confine his traveling to Fridley, MN.

It all began back in October of '72 when he initially enlisted in the Army's Delayed Entry Program and was processed through the Fridley Station.

In January 1976, reenlistment time found recruiter Brletich assigned to, of all places, the Fridley Army Recruiting Station and he naturally reenlisted to remain in his present duty assignment.

Presently assigned to the Hibbing Station in northern Minnesota, Brletich managed to overcome the obstacles of time and distance at re-up time and much like the swallows he returned to you-know-where to do the honors.

The 15th of February found **Major John Bierden**, DRC XO, administering the oath and Brletich wondering what obstacles he will have to overcome to return for a repeat performance the next time around. (Ed Knippenberg, Minneapolis DRC)

ANOTHER "HEART ATTACK VICTIM" statistic was prevented largely due to the efforts of **Sergeant First Class Dewey S. Leonard**, a guidance counselor at the Knoxville Armed Forces Entrance and Examination Station. He happened to be in the Knoxville, TN, restaurant where retired Air Force **Sergeant Marvin Miller** collapsed.

"I was talking with some friends when someone yelled that a man had collapsed at another table," said Leonard.

"We ran over to the table and, through the crowd which had gathered, we saw a man lying there," the Johnson City, TN, native explained. "He wasn't breathing and I couldn't detect a heartbeat either."

Leonard's five years of medic experience (including three in an Army hospital's coronary care unit) all came back to him.

He told a bystander to call for an ambulance and instructed another in mouth-to-mouth resuscitation while Leonard himself did a cardiac massage.

In a little while Miller, the victim, was breathing on his own and appeared to be comfortable.

However, after the police arrived, Miller stopped breathing again.

"I kept thinking that we had lost him for sure this time," said Leonard. "But I went back to cardiac massage

while the other guy did the mouth-to-mouth."

Shortly thereafter, Miller was breathing on his own again.

When the ambulance arrived, the crew put Miller on oxygen and took him to a local hospital.

With his patient enroute to the hospital, Leonard had some time to reflect on the whole situation.

"I was tired and a nervous wreck even though the whole situation couldn't have lasted more than 25 minutes. At times it was scary," said Leonard. "Technically I supposed that the guy was dead when we started to work on him. But I just kept saying to myself that a human life was at stake and I wasn't going to give up."

Leonard talked with Miller several times by phone during the following weeks. Miller was going to be transferred to an Air Force hospital in San Antonio, TX, for heart surgery.

Does Leonard feel he did everything right?

"He's alive isn't he?" Leonard said. "In a case like that there's not much you can do wrong with proper cardiac massage and mouth-to-mouth. It's more a matter of doing something right away rather than just waiting for help to arrive." (SFC Rick Hayeland, Nashville DRC)



Sergeant First Class Gene Rosette, station commander of the **Holbrook, AZ, Recruiting Station**, holds the **Phoenix District Recruiting Command record** for the most senior DEPs at one high school. Going into the spring stretch, Rosette had an even dozen girls in the DEP at **Many Farms High School, Many Farms, AZ**. Located deep in the Navajo Nation, the school is operated by the Bureau of Indian Affairs. Rosette, a **Chippewa-Cree** originally from Montana, was also recently interviewed extensively by the staff of **Indian Arizona News** magazine regarding an upcoming story about American Indian women enlistments in the Armed Forces. Shown here are 11 of Rosette's dozen Navajo DEPs. (Photo by John Florence, Phoenix DRC)

BEING IN THE HOSPITAL didn't stop a Bellaire Army Reservist from receiving honor for his recruiting efforts. **Private First Class David A. Myers** of Company A, 463d Engineers, was visited by **Lieutenant Colonel Ralph R. Wolfe**, commander of the Pittsburgh DRC, and **Captain Gerald J. Bowman**, Company A commander. They presented him with a US Army Recruiting Command certificate of appreciation for referring three of his friends who later enlisted in the Engineer company.

Earlier in the day fifteen additional members of Company A were recognized with certificates for their recruiting accomplishments.

Sergeant First Class James P. Donahue, Army Reserve recruiter for the Bellaire area, estimated that fifty individuals were enlisted in Company A through the efforts of the sixteen unit members, each of whom made at least three referrals. He emphasized that this considerable number was not the result of a special drive but that referrals are expected of every member. (Willis J. Haas, Jr., Pittsburgh DRC)

SHARING ASSETS AND OPPORTUNITIES with other members of the Army team in the DRC area is nothing new to the Pittsburgh DRC, however, it is exciting to be able to benefit from the current Total Army Involvement in Recruiting (TAIR) program.

In quick response to the program directive, the Pittsburgh DRC called together all elements of the Green Team. The January 1980 meeting included college and junior ROTC, West Point representatives, local Reserve and Guard, the area Readiness Group, an area Support Element, the district office of the Corps of Engineers, and Reserve Officers Association and AUSA members.

Proof of the enthusiastic support and deep interest of our associates rests in the current issue of the District Engineers newspaper. They devoted a two-page spread, complete with half a dozen pictures, to the Pittsburgh DRC and its mission. It's well read and the message is understood. Already, local recreation and flood control engineers are making themselves known to our recruiters — asking how they can help. And these people are centers of influence, pillars of their local communities. This summer the Engineer literature racks will contain more than maps and safety bulletins — they will also feature Active and Reserve recruiting literature.

The Corps is also printing the DRC newspaper as well as providing some posters and other services. This summer we will share in some exhibits and displays at

several county fairs. It's working, this TAIR. (Russ Weiskircher, Pittsburgh DRC)

CURIOSITY KILLED THE CAT but for Harriman, TN, recruiter, **Staff Sergeant Henry Sells**, it often leads to accessions. Particularly since the recruiting station was relocated into a log cabin on the main street of this 12,000 population middle-Tennessee community.

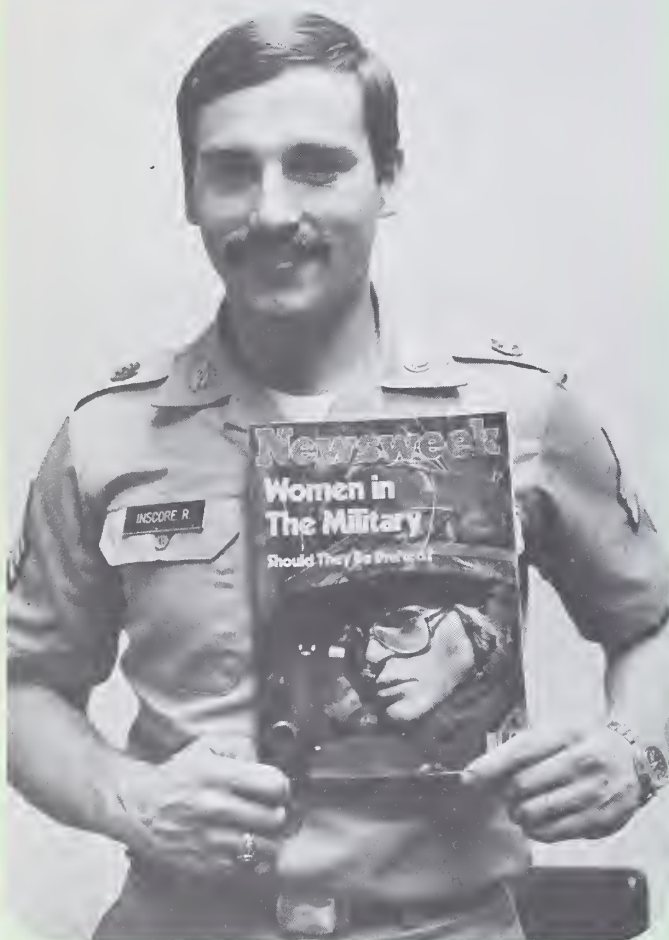
According to Sells the contrast between the regular



Log cabin recruiting station catches the eyes of passersby in Harriman, TN. (Photo by SFC Rick Hayeland, Nashville DRC)

construction city buildings and the warmth of the log cabin helps to bring people in off the streets if for no other reason than curiosity.

"People stop by just to peek in the windows and that leads to talk about the Army," said Sells. (SFC Rick Hayeland, Nashville DRC)



"SHE WAS THE FIRST COVER GIRL I ever enlisted," says her recruiter, **Sergeant Bobby Inscore** of the Los Angeles District Recruiting Command's Montrose Recruiting Station.

The "she" is **Private Tina Doty**, who was featured on the cover of the Newsweek Magazine February 18, 1980 edition.

Doty is the wife of **Sergeant First Class Fred Doty** of the California National Guard, assigned to the Armory in Glendale.

According to Inscore, "Doty wanted to do something different, so she enlisted. She had been a shipping and receiving clerk, making a very good living, but she was interested in a more challenging career and enlisted on the advice of her husband."

On completion of her training in the telecommunications field, Doty will be assigned to Ft. Ord, CA. (Sam Rousso, Los Angeles DRC)

EMPTY BILLBOARDS and a little time and energy spent building a positive relationship with a certain center of influence in Toledo, OH, paid off recently.

The President of Root Outdoor Advertising, Inc., **Mr. David L. Root**, has been extremely supportive of the Army recruiting effort in that northwestern Ohio city. When the company had empty billboards at the beginning of the holiday season, Mr. Root sat down with the area commander at that time, **Captain Alan Fojt**, and came up with an interesting proposal. He offered a 32-billboard public service showing plus a carry-over of three US Army Reserve boards from December 79 to January 80. Fojt arranged with the Cleveland DRC Advertising and Sales Promotion staff to provide the required paper; and the billboard advertising space was the Army's.

The value of this advertising deal was multiplied when one of the Toledo television stations covered this public service endeavor. Then, when **Colonel John S. McLeod**, Region Commander, personally presented a plaque of appreciation to Mr. Root, the ABC-affiliate in Toledo, TV 24, picked up the coverage on its "Eyewitness News" program. (Cleveland DRC)

A COLORFUL MONTAGE of Army photos — action style — brightens up **Staff Sergeant Rick Nordmann's** office in the Army Canvassing Point, Milpitas, CA.

The pictures, a collection he's titled "This is the Army," were taken from outdated Army Recruiting Publicity



Items (RPis) and Career Education Packets.

They vividly illustrate where today's soldiers are and what they're doing . . . from a "trooper" rappelling down a mountain to young men shooting billiards in a company dayroom, from dining facility cooks to helicopters

dramatically silhouetted against the sky, the story is there for all to see.

"Students come in just to check out the pictures," says Nordmann. "I get a lot of good comments from it. They spend a lot of time just standing there looking at the pictures."

Nordmann says the idea first came when he saw the "This is the Army" theme on posters. "I liked it," he said, "but noticed most of the scenes were similar. So I decided to develop my own from things I remembered."

The Canvas Point NCO estimated that it took him a full day and a half to go through his old material and cut out the pictures. Add another half day to put the whole thing together. The title is a hand-drawn stencil on poster board.

"Now," Nordmann said, "people walk in the door and see 'This is the Army' on one wall and my Delayed Entry Program (DEP) posters and high school pennants on another. It's pretty effective." (SSG Jo Ann Mann, San Francisco DRC)

"HELLO, I'M SPECIALIST MAILLET . . ."

Before he could get the next word out of his mouth, a "speak up" came out of the audience.

"After that first 'speak up' I wasn't nervous anymore," said **Specialist 4 Donald R. Maillet** of Headquarters and Headquarters Company, 1st Battalion, 1st Infantry, West Point, NY.

Maillet and two other West Point soldiers spoke to about 500 industrial arts, home economics and health students at Evander Childs High School in Bronx, NY.

The three went to the school somewhat unaware and nervous about what was ahead for them. Their nervousness showed as the three of them chain-smoked cigarettes from the time they reached the Gun Hill Road Recruiting Station in the Bronx at about 9 a.m. until they got up in front of the students three and a half hours later.

Maillet, a supply specialist, along with **Specialist 4 Gerard T. Corbett**, a medic working at the Stewart Army Subpost dispensary in Newburgh, NY, and **Private First Class Daniel Clement**, a cook with the 1st Battalion, 1st Infantry dining facility, spoke about the Army, their particular jobs and the training it involves.

Staff Sergeant George T. Allen, the recruiter who arranged for the three to speak, felt the program was a success. Before they left for the school, he told them, "We want the students to be aware that there is something for them after they leave high school. We also want to stress to them to stay in school and graduate."

After the assembly was over, the students got up and

studied the medical kit Corbett had brought along. They also stopped and asked questions of the three speakers and the recruiters who were on hand.

As the three speakers from West Point were leaving, they told Allen that they would volunteer if he ever needed speakers again. Quite a change from the three nervous GIs who were going to a New York City high school for the first time. (SP4 Michael Roeger, Newburgh DRC)

ON A FRIGID DAY in February, the recruiters in Duluth, MN, held the grand opening of their downtown recruiting station in a somewhat different style.

Staff Sergeant John Roberts, Station Commander, explained that he decided to do something other than the old scissors and ribbon cutting routine after representatives of the local media turned down his initial request for news coverage. As one reporter put it, "When you've seen one ribbon cutting, you've seen them all."

"I knew then, that in order to get any media coverage at all, I would have to have a gimmick to attract attention to our new location," Roberts said.

"I didn't have to have a tree fall on me," he grinned as he explained his idea of having Duluth **Mayor John A. Fedo**, with a chainsaw in hand, wearing safety goggles and a steel pot, cut a ten-inch log to officially dedicate the new recruiting facility in a style and manner in keeping with the highest logging traditions of the great northwoods.



The media coverage was all that Roberts could have wished for with two TV channels filming material for the evening news and radio and newspaper reps doing interviews.

But like Roberts says, "You've got to be different, man." (Ed Knippenberg, Minneapolis DRC)

Students learn survival skills

by Greg Bartholomew
Seattle DRC



Survival cooking in the wilderness

On an isolated island in the far northeast corner of the Olympic Peninsula, 120 students from Mount Si High School, Snoqualmie, WA, spent a week living Army-style, learning about beach ecology, the woods and wildlife, and developing physical survival skills.

The place is Ft. Flagler, an old Army fort, now a state park. Army recruiters have helped to coordinate activities for the program since 1975. Through the Total Army Involvement in Recruiting program, recruiter Sergeant First Class Wes Zeigler arranged this year for three Ft. Lewis Rangers to spend two days with the group.


Sergeant Dee Falks, Sergeant Jamie Tappenden and Private First Class Kevin Leppla, all of B Company, 2nd Battalion, Rangers 75th Inf., instructed students in rappelling and survival techniques.

Gary Genson, Mount Si counselor, explained that he wanted to incorporate some training into the week's activities to prepare students for emergency situations. "We wanted to include a good lecture on survival," he said, "and we got it. I could not give those guys enough praise."

Thursday afternoon Falks demonstrated how to skin, prepare and cook a rabbit. Then the group broke into three "battalions". Tappenden's battalion learned to snare small game, Leppla's was shown ways to build shelters, and Falks explained how to use some fire-building and directional tools. After the "battalions" had rotated to all three stations, they marched off by "Company" to the day's sports activities.

Genson, an ex-Navy pilot, had the students organized into semi-military units for the week. Angie Baker, a battalion commander, commented on the military structure: "You have to know where people are. This is the easiest way to do it, and the most effective," she said.

In addition to arranging for the Rangers, recruiter Zeigler provided tents, radios, and field phones. He spent most of the week at Ft. Flagler himself, starting with setting up the communication system. Zeigler and Genson set the kids on an obstacle course/scavenger hunt for rations, ending in a camporee chowdown.

At the end of the week, everyone ferried back across the Sound to civilian student life in Snoqualmie. 

Shooting an azimuth





Ft. Riley soldiers support St. Louis recruiting effort

by Chris Phillips
St. Louis DRC

Members of the First Infantry Division Band, a color guard, and boxing, martial arts and weightlifting teams were among the Ft. Riley soldiers who lent their support to the St. Louis DRC's recruiting efforts in March. The support was part of Ft. Riley's commitment to the Midwest Region Recruiting Command under the TAIR (Total Army Involvement in Recruiting) program.

The band and sports teams performed at thirty high schools and junior colleges before ten thousand students. The color guard marched before over one hundred thousand people at St. Louis' St. Patrick's Day parade and over ten thousand at the Missouri State Basketball Championships.

The boxers, Specialist 5 Mike Taylor, Private Tim Hinman and Private Scott McNeil, were the first to arrive in the area. They performed at four high schools and also at the St. Louis Boys' Club, where they met Henry Armstrong, the only man to have held the world boxing title in three different weight classes simultaneously.

During their performances, the boxers demonstrated the techniques of their sport and explained its scoring system. They stressed that being soldiers gave them the opportunity to pursue their interest in boxing at post facilities and to compete in their sport.

The members of the color guard were Staff Sergeant Bernie Palmer, Sergeant Bennie Robinson, Sergeant Walter Huntington, Specialist 4 Stanley Rube and Private First Class Homer Willis. At the St. Louis St. Patrick's Day parade on March 15th, the parade marshal was so impressed with the color guard's uncasing of the national and regimental colors that he moved them to the position of honor at the head of the parade. The soldiers marched immediately after the Mayor of St. Louis, wearing distinctive 1812 uniforms.

"The Big Red One," the First Infantry Division's band, arrived March 16th to perform at the Hickory Point Shopping Mall in Decatur, IL, to an audience of three hundred. From Monday, March 17th, until Friday, March 21st, the musicians performed at four high schools and a junior college for a total of 2300 students. Their music was interspersed with segments of a narrative by Specialist 4 Joseph Stauffer that described a typical day in the life of a soldier at Ft. Riley. Featured during the musical presentation were vocalists Specialist 4 John McCullough, Specialist 4 Lisa Stohmal and Private Wayne O'Neal. The six-man "Big Red One Rock Combo," which is a part of the band, also gave a featured performance at each show.

Meanwhile, Ft. Riley martial artists, Warrant Officer Michael McCory, Sergeant James Abraham and Spe-

cialist 4 Delwin Brown, demonstrated their sport at nine high schools in southeastern Missouri, appearing before 4,625 students. Their performances included demonstrations of movements, safety techniques and board-breaking.

The weightlifters, Sergeant James Cash and Sergeant Gregory Ridley, performed for 1,535 students at seven St. Louis area high schools. They demonstrated the three powerlifting events and coached students from the audience as they attempted the lifts. Cash is the unofficial heavyweight world powerlifting champion. He has lifted 722 pounds in the squat, 429 pounds in the bench press, and 793½ pounds in the dead lift. He amazed his audiences by demonstrating the lifts with weights close to his world record poundages.

The Ft. Riley soldiers improved Army visibility in the St. Louis DRC, and generated a number of leads. In addition, they gave recruiters the opportunity to improve relations with teachers, counselors and principals at the schools getting the performances, and to appear prominently before students.



SGT James Cash demonstrates the bench press with 425 pounds on the bar as a Hazelwood East Senior High School student and SGT Gregory Ridley (hands raised) look on.

Olympic hopefuls conduct boxing clinic

by John Florence
Phoenix DRC

Three members of the all-Army boxing team, all serious contenders for the 1980 Olympic boxing team, recently gave boxing clinics for high school students in Phoenix and in four California cities.

The popular clinics featured the talents of Sergeants Edward Green and Michael Caruthers of Ft. Bragg, NC and Specialist 4 Tyrone Stewart of Ft. Lewis, WA. All three won interservice titles in 1979 when the Army squad KO'd the Marines for the title and then kept their win streaks alive and well by capturing the gold in the World CISM (Conseil International due Sports Militaire) meet in Caracas, Venezuela.


Green, a welterweight at 147

pounds, snatched up another gold medal in the October World Cup competition at Madison Square Garden, NY. His championship bout against a Russian fighter was one of several aired on ABC-TV's "Wide World of Sports" in December.

The hard punching Green, the country's top rated amateur in his class and to use his own words, "a confessed head hunter," changed tactics at the garden to take the steam out of the taller Soviet fighter with a series of relentless body punches all to the tune of Howard Cosell's enthusiastic praise for Green's "technical skill and ring savvy."

Caruthers, a light flyweight at 106 pounds, has been all-Army and in-

terservice champion for four years and is rated the second best amateur light flyweight in the nation. Stewart, another flyweight at 112, joined the Army two years ago. Once wearing the Army Green, he promptly won the 8th Army title in Korea and went on to capture back to back Army and interservice crowns. He was a finalist in last summer's Pan-American Games trials and is currently rated third among the country's flyweight amateurs.

The threesome's clinics included explanations of boxing equipment, demonstrations of warmup exercises and basic punching techniques and climaxed with several rounds of light body sparring with volunteers from the group audiences. 

by Linda Roop
Atlanta DRC

Is today's Army going to the dogs? Not really — but using a military police dog demonstration at a high school basketball game half-time show proved to be a sure-fire method of attracting attention to Army career opportunities.

Sergeant Philip Nelson and Private First Class Ronald Lister of the 139th Military Police Company, Ft. Benning, escorted Kelly, a female patrol dog, to the basketball game at Towns County High School, Hiawassee, GA. After local recruiter Staff Sergeant Johnnie Marlow performed the introductions and completed a short presentation on Army enlistment benefits, Kelly simply stole the show.


Kelly's 10-minute performance consisted of demonstrating simple obedience commands, responding to agitation by a simulated attacker (Lister) and searching for weapons techniques. Nelson, a dog handler for

four years, pointed out that the 20 German shepherds assigned to the Military Working Dog Platoon at Ft. Benning can be used as police escorts, to track lost children or criminals, to search for narcotics, and as guards during weapons searches.

"The Military Police dog demonstration was definitely an attention-getter at Towns County High, a rural North Georgia school," commented Captain Leslie Fuller, Northwest Georgia Area Commander. "Kelly and

her Military Police escorts helped bring to light the wide variety of enlistment options available in the Volunteer Army. Performances such as this one are exactly what our recruiters have been looking for in terms of Total Army Support," the captain noted.

Staff Sergeant Marlow of the Blue Ridge Recruiting Station added, "By scheduling the dog demonstration as a half-time entertainment, I was able to gain an easy entrance into one of my schools, in addition to securing a captive, target audience for several minutes prior to the performance." Recruiter Marlow handed out business cards and personalized pencils before game-time.

"Although the half-time performance didn't produce a great number of immediate leads for me, the enhanced Army awareness generated by the event will certainly bring some future Army applicants to the recruiting station," Marlow concluded. 

Dog opens the door

Contest sparks interest in Army mission

by Greg Bartholomew
Seattle DRC

Yakima, WA Area Commander CPT Israel P. Anderson and Army Recruiter SFC Jerome Bacon displayed their own special brand of community involvement interest recently as they presented local Davis High School sophomore Mike Condardo first place trophy in a YAKIMA HERALD REPUBLIC newspaper journalism seminar.

The first of its kind locally and billed as the "Yakima High School News Conference Contest," the seminar was co-sponsored by the area schools, Army recruiters and the HERALD REPUBLIC.

Second and third-place presentations were subsequently made at other representative schools with Anderson and Bacon responding to students questions at each stop.

"The questions were largely concerned with the recent speech by the President concerning the call for registration," the recruiters agreed.

The news conference idea was first given birth last October when Anderson, Seattle District Recruiting Command Advertising and Sales Promotion chief Jim Simpson and NW Ayer representative Val Van Leuven got their heads together.

The plan was to focus the conference on the Yakima Firing Center's Army MAST helicopter team and "to invite high school writers and photographers to come out to cover the event." The HERALD REPUBLIC staff agreed to include a journalism seminar and judge the resulting stories.

Came the day of the event, the

Army recruiters lent a hand to transport 32 student reporters and four advisers to the MAST site. Anderson then welcomed the participants and introduced Steve Kent, HERALD REPUBLIC managing editor, who headed the seminar on "the workings of a press conference." Each student also received an A&SP prepared press packet followed by a group briefing on the MAST unit, its mission and activities.

Moving to what the team refers to as the "MAST shack," the student journalists were given a guided tour of the MAST choppers and supportive



Student journalists are given a guided tour of MAST choppers.


High school journalists and Army recruiters joined in a seminar held at the Yakima, WA, MAST site. The students learned how to conduct a 'press conference' and entered a story contest for some interesting results.

equipment. After quizzing the team members in an intensive question and answer session, the students and their MAST team hosts and recruiters all shared lunch at the Firing Center dining hall.

Condardo, government editor of the Davis High VOYAGER newspaper was enthusiastic about the entire seminar program.

"It was really super," he said. His contest winning story, "Army Helicopter Saves Lives," was printed in the December VOYAGER and Condardo feels that "it helped a lot of people who didn't know about MAST. Now they're well informed." He also expressed gratitude for the "learning-by-doing" experience and the different people who made it all possible.

"The (program's) benefit to our recruiters doesn't lie in immediate pay-offs but by illustrating that we care about the community and that we want to be involved," Bacon said. "Giving something a school values without demanding a direct return is an excellent means of enhancing a school's receptivity to the Army's mission."

The recruiters did say, however, that such programs do produce repeated recruiter contacts with all area high schools and help to enhance school awareness of the Army. Following award presentations, Anderson and Bacon shared coffee with school officials to discuss the Army recruiting mission and school-recruiter relations. Anderson said that the conference was such a success that he hopes to make it an annual event. 

You work where? How long have you been there? Really? What do you do?

This is the standard line of questioning that the VA Liaison NCO goes through when he first meets someone newly assigned to the DRC or a veteran who has just come off active duty. After explaining what he's all about, the comment usually heard is, "Boy, that's really a good idea, someone should have thought of that years ago."

Actually the VA Liaison Program was established in January 1973 under the operational supervision of the Office of the Chief, Army Reserve (OCAR) and the Department of the Army. The intent of the program was at that time to interest Vietnam veterans in full-time Federal civil service positions as Army Reserve Technicians.

A secondary purpose of the program was to recruit prior service personnel by presenting the Army Reserve as a viable and attractive means of part-time employment. When the program proved to be successful, additional positions were provided.

Initially only ten VA regional offices were allocated and only seven of those positions were filled. The program was expanded to its present strength of 22 VA regional offices in November of 1973. In September 1974, the program was transferred to the control of US Army Forces Command (FORSCOM) and in December 1978, was turned over to the US Army Recruiting Command (USAREC), along with the other Army Reserve recruiting assets, under the operational control of the local district recruiting commands.

Currently the VA Liaison NCOs are located in the following VA regional offices and centers: In the First Army area: Miami, FL; Atlanta, GA; Bos-

VA Liaison brings in referrals

by SFC Ken Lade
Milwaukee VA Regional Office

ton, MA; New York, NY; Winston-Salem, NC; Philadelphia, PA; Washington, DC; In the Fifth Army area: Chicago, IL; New Orleans, LA; Detroit, MI; Fort Snelling, MN; St. Louis, MO; Cleveland, OH; Dallas TX; Milwaukee, WI. In the Sixth Army area: Compton, CA; San Francisco, CA; Denver, CO; Wichita, KS; Lincoln, NE; Seattle, WA. Of these 22 VA Liaison NCO positions, three are presently unfilled. Included in this list of VA Liaisons is also Hawaii, at Ft. Shafter.

The VA Liaison NCO positions were chosen according to how much traffic could be expected by a particular VA regional office. Coordination between the director of that particular VA office and the commander of the local DRC, is made to see if space is available. In most cases the VA Liaison NCO has his desk in the same area as the Veteran Benefit Counselors, thus giving him visibility and immediate access to the veteran who has come for help.

The individual who has the title of VA Liaison NCO is a US Army Reservist on a special two-year active duty for training tour. He must meet the same basic requirements as that of the field recruiter, however he must

also possess a working knowledge of all the active services for his use in dealing with veterans and their problems. He must be a senior NCO for his dealings with the supervisory staff at the VA and with other service organizations.

The position at the VA is unique, in that, even though this individual is a badge wearing OOE recruiter, assignment of a recruiting objective is not appropriate. Rather he is a referral agent. The reason for this is that the VA Liaison NCO is a guest of the VA and by a Memorandum of Understanding, USAREC and the VA have agreed that the VA Liaison will not actively recruit in the VA Office. When he makes contact with a veteran who is interested in the Reserve program he must make a referral to a field recruiter who, in turn, does the paper work and enlistment processing.

Another unique thing about this program is that the VA Liaison NCO must deal with all services, Active and Reserve, the Army National Guard and Air National Guard. By assisting the veteran toward the goal he desires, (i.e., any of the sister services), he can maintain his professionalism for his service and still help that veteran who wants a particular service. He also must deal with all the services in trying to help each veteran solve his military problems.

Why is the VA Liaison NCO trying to solve the veteran's problems? why not let the VA handle it like they have for years? Many people, recruiters, servicemen, and veterans have looked to the VA as though it were a panacea for all military problems. This just isn't true. The VA counselors are there strictly for the purpose of administering VA benefits and the problems connected with them.

Most major military-related problems such as loss of pay, loss of

baggage, reimbursement of dependents travel pay, etc, that are brought to the nearest recruiting station are, in turn, referred to the local VA. The VA Liaison NCO will try to help that veteran to solve this problem or at least point him in the right direction.

The duties of the VA Liaison NCO includes assisting the veteran in obtaining a copy of his DD Form 214, for reenlistment into the Reserve programs, getting a military related job position, applying for a home loan, etc. He also helps the veteran obtain copies of his military medical records, aids in substantiating awards and medals earned while on active duty and not presented, helps fill out paperwork for obtaining military identification cards, retirement, hold baggage, dependent travel reimbursement, etc. He assists the veteran in obtaining information about getting US Civil Service jobs and in many cases, has current lists showing what jobs are available. In the same light he assists those interested in Reserve Technician Programs, on how to make application for the positions. He has knowledge of the discharge upgrade system and assists veterans by telling them what must be done to try and get their discharges upgraded. The list really is endless and although each VA Liaison position is geared to do the same thing, the way it is accomplished may differ from one VA office to another.

The VA Liaison NCO is looked upon as a referring recruiter, counselor, military assistant, but most of all one of the best forms of mutual cooperation between services that can be found.

The VA Liaison is involved with many different types of service organizations to include the American Legion, American Red Cross, AMVETS, Disabled American

Veterans, Veterans of Foreign Wars, etc. He is involved with the Veteran Coordinators on the college campuses.

In his dealings with the Veteran Coordinator he is able to offer those veterans going to college a good part-time job which can help supplement the individual's college tuition, pays for books, or just puts more money in his pocket and doesn't interfere with the time he needs to devote towards his education. He is also involved with job service counselors for the state which, in many cases, have been placed in the VA solely to assist the veteran in finding a job.

In his dealings with the state employment counselors stationed at the

He assists the veteran in obtaining information about getting US Civil Service jobs and . . . he assists those interested in Reserve Technician Programs, on how to make application for the positions.

VA, he is able to help secure full and part-time jobs with Reserve programs. In so doing, many of the VA Liaison NCOs have been able to get a large number of referrable leads from the job counselors working at the Veterans Administration.


All of this must lead us to the conclusion that the VA Liaison NCO has numerous contacts and Centers of Influence from which he may draw names of veterans who might be interested in membership in the reserve programs. It also enables him to be a source of information on many diverse topics dealing with military problems.

Since its conception in 1973 the VA

Liaison NCO program has proven to be a viable asset to the overall recruiting effort. In 1978, the statistics maintained on the VA Liaison NCO Program show an overall monthly accession rate of 6.8, per VA Liaison. Individual VA Liaisons showed as many as 175 accessions in that same year.

The VA Liaison NCO also helps to administer the benefits that are currently available to the serviceman just getting off active duty. Some of these benefits include, the issuing of the Certificate of Eligibility for getting a Federal home loan (the VA guarantee is now \$25,000.00); offering Veterans Group Life Insurance (the premium is 3.40 per month and the insurance can be kept in force for five years from the date of discharge, with the option to convert to a commercial policy at the end of the five years); the handling of applications for disability and the administration of educational benefits which include the old G.I. education programs, where the veteran has eligibility for ten years from date of discharge and is paid a certain rate by the VA for going to school.

If the serviceman entered after December 31, 1977, he would then fall under the Chapter 32, Voluntary Education Assistance Program (VEAP). The veteran is still eligible for medical care and treatment at the VA hospitals and is able to get dental care within one year of his discharge date.

Looking at the overall program, it has been shown to be a viable method for obtaining accessions, not only for the US Army Reserve, but for the military as a whole. Along with this we include the services performed to assist the veterans with their military problems, and demonstrate that even though the veteran is no longer in the service, the military is still there, willing to lend him assistance. 

DRAP: Bringing in the soldiers

by SSG JoAnn Mann
San Francisco DRC

Nine of the 9th Infantry Division's best recently spent a month pounding the streets around San Francisco. The men, described by their commander as "young, professional, hard-core soldiers," are among the first of the Division Recruiter Assistance Program (DRAP) teams to be assigned to recruiting stations.

Their assignment was temporary — 30 days. Their training was minimal — two days at the District Recruiting Command. Other than their own enlistment experiences, they knew very little about recruiting.

They stretched 115 leads to 157 contacts, were personally responsible for three enlistments, and left six prospective enlistees in various stages of the contract process. Of the 112 appointments they arranged, 53 prospects showed. They also talked with an estimated 300 people at a "moto-cross," a shopping mall exhibition and a state educator convention.

"I'd like to keep them," said Captain John C. Smith, San Jose Area Commander. "Since they've been here, we've had more people in the offices than ever before — qualified and unqualified."

"That's what it's all about," affirmed First Lieutenant Thomas E. Brown, 3rd Battalion, 47th Infantry, Fort Lewis, WA team leader. "We're here as an interest generating group — prospectors for the recruiters. Our job is to go out and meet people interested in joining the Army, and bring them in to talk with the recruiters."

"We split the men into three teams," he said, "and sent them to three different areas — Alameda-Oakland, Santa Clara and San Jose. Then each of those areas put them to work visiting high schools, meeting and talking with people in public places, attending exhibits at fairs and conventions, and whatever they felt would be most productive. The men have been a tremendous asset in each

of the districts, according to the reports we're getting."

The soldiers were screened and selected by a specially convened military board at Ft. Lewis, home of the 9th Infantry Division. Those chosen for the first team were assigned to the DRAP, San Francisco District Recruiting Command, from Feb. 11 to March 7. They ranged from private to sergeant, ages 18-23.

The team represented a good cross section of the combat arms fields in the 9th Infantry Division, according to Brown. Only one person had any recruiting experience — Hometown Recruiter Assistance Advanced Individual Training. "What the board was looking for were stable individuals, people who had positive impressions of the Army, liked their job, and were top-notch soldiers. We wanted people who were young enough to relate to high school seniors, but with enough time in the Army to have some idea what it was really like."

"Obviously, this was not a 'hey you' selection process," said Smith. "Those people at Ft. Lewis sent some of their best soldiers."

Most of the team was originally from California. "Being from the same general area helps them reach more people," explained Brown. "They have some general ideas about where to meet people, what to say and do, that sort of thing. They've been 'off the block' a year or so, but it doesn't take them long to get back into the picture."

The DRAPs were on TDY status for their four weeks with the recruiting command. They stayed in motels and drove rental cars. "The program was well managed at the DRC level, as well as at Ft. Lewis," commented Smith. "By the time our team arrived, they had already been briefed, given some training, rented their cars — they were all set to go. Any problems were ironed out at the DRC before

they left."

As an additional control, Brown stayed at the DRC to monitor the program, keep current statistics on the team's progress, and solve any problems that might arise.

Different areas used their teams differently. The San Jose area was the most successful in terms of number of appointments kept and enlistments.

"We each worked with one recruiter," explained Private First Class James Ainscoe, San Jose DRAP group leader. "We went out and talked to people and got them to come in and see our recruiter."

"We deliberately kept them close so they could penetrate our high schools," explained the area commander. "It's a rather difficult environment here. These guys can go out and say 'I was where you are a year ago.' They've been great for us—very productive."

"We had a display at our local malls," said Sergeant First Class Sam George of San Jose. "They made a lot of contacts for us there, relating to the young people who came through."

"We just talk to people," said Private First Class Jeffery Spadafore, tops among the DRAPs as far as number of appointments arranged and kept. "A lot of the time we'll go out without anything definite in mind. We'll just be walking through a mall or on a high school and someone'll say something about our uniforms, or the Army, sometimes we even get saluted. When something like that happens we just go over and start talking to the person. We talk to a lot of people."

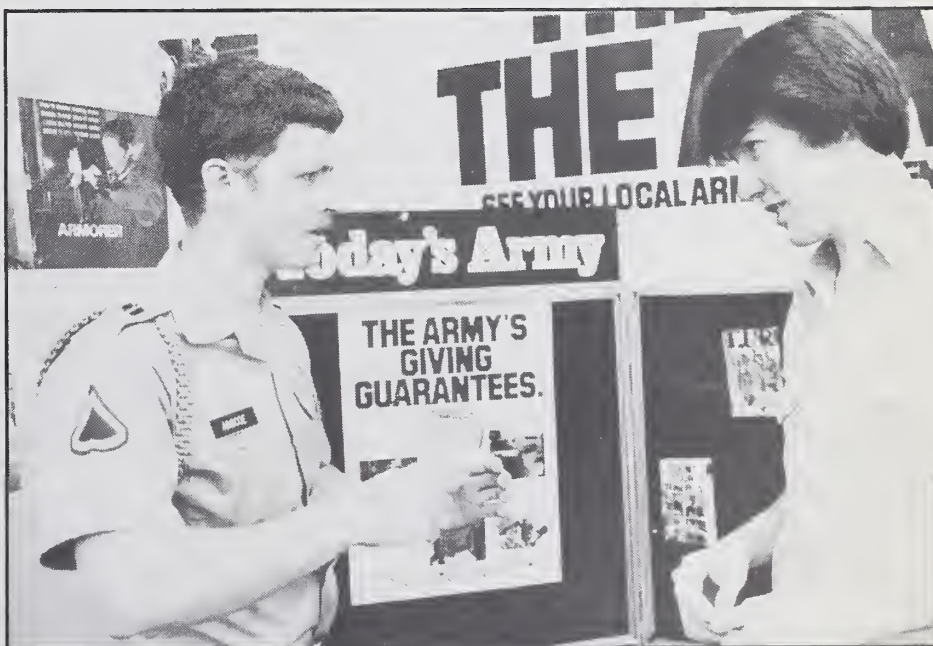
The DRAPs also spent a number of hours making telephone calls to people on prospect lists. The term for that was "phone power."

"Initially, I did have some reservations about the program," admitted Smith. "These guys are not recruiters. They're not well versed in what the Army offers and they are young. I was

concerned about their getting involved with the civilian community and possibly giving a bad impression of the Army so I paid very close attention to them the first few days. I found them to be very astute young men, adaptable, and out to put across the same image as the regular recruiting force."

"These men project a good image for the Army," says Brown. "They're all sharp, no question about that, and they come across as someone the high school and junior college age people can relate to—young, but more self-confident and mature, a better person for what they've done."

Obviously, the DRAP soldiers were projecting something that appeals to their civilian counterparts. To chalk up three enlistments, with six more in contract stages—not to mention bringing in 53 people for appointments—in one month, good people must have been doing a good job with a good program.



PFC James "Mike" Ainscoe, 2d BN, 60th INF, "talks Army" with a civilian contact at the San Jose Camden Recruiting Station. Ainscoe was temporarily assigned to the office as a member of the 9th Division Recruiter Assistance Program. (Photo by SSG Jo Ann Mann)



SGM Academy Selection Board to meet

Senior active Army NCOs will be selected this summer to attend upcoming resident and non-resident courses at the US Army Sergeants Major Academy (USASMA), according to MILPERCEN officials.

A DA board is scheduled to meet July 15 to select about 400 NCOs to attend resident classes starting in August 1981 and February 1982. The board will also consider applicants for the non-resident course starting in April 1981.

The criteria for resident and non-resident courses vary somewhat, according to a MILPERCEN spokesman. Only volunteers in grades E-7 (P) thru E-9 are considered for the non-resident course. E-8's and E-9's with a date of rank of August 1, 1975, through July 31, 1979 will automatically be considered for the resident course.

Those who have previously declined a resident or non-resident course will not be considered again. Also, NCOs who have submitted an application for retirement will not be considered by the board for either program.

NCOs selected for the resident course may accept or decline the schooling, the spokesman said. Those who attend the resident course must serve at least 19 months

after graduating. There is no service obligation, however, for those completing the non-resident course, he added.

To be eligible for the resident course, NCOs must have less than 23 years active service as of September 1, 1981. This requirement may be waived for NCOs applying for the non-resident course.

Applications for the non-resident course are now being accepted, officials say. The application format is in Appendix C, AR 351-1. Applications must be sent through channels to Commander, MILPERCEN, Attn: DAPC-EPZ-HB, 2461 Eisenhower Ave., Alexandria, VA 22331 and arrive before June 1.

NCOs wishing to attend either the resident or non-resident course should be sure their records and photographs are current.

They can also write a letter to the president of the board on any matter they consider important in the consideration of their record. These letters should be sent to the President, DA USASMA Selection Board, C/O Commander, USAEREC, Ft. Benjamin Harrison, IN, 46249 by June 15.

Officer volunteer recall program

DA has announced an officer volunteer recall program to meet accession requirements for company grade officers in the Active Army. Officers are invited to apply for active duty under the provisions of Chapter 3 of AR 35-210 (Volunteer Active Duty During Peacetime) providing they meet requirements outlined and meet weight standards in AR 600-9 (The Army Physical Fitness and

Weight Control Program). For more information call AUTOVON 693-7803/7398 or commercial (314) 263-7803/7398. Applications will be sent through command channels to Commander, US Army Reserve Components Personnel and Administration Center, ATTN: AGUZ-RCA-AD, 9700 Page Boulevard, St. Louis, MO 63132.

File for early retirement

Officers and enlisted soldiers can now apply for retirement up to 13 months before their retirement date.

Changes to Army regulations 635-100 and 635-200 permit soldiers to apply for normal voluntary retirement and retirement in lieu of a permanent change of station move once they have completed 18 years, 11 months of active federal service.

Those who apply more than six months early must request a retirement date no later than the end of the month during which they attain 20 years of service.

Soldiers requesting retirement to avoid a PCS have 30 days from the time they are notified to apply for re-

tirement.

Enlisted soldiers will be notified in writing, a Department of the Army official said. Officers may receive written or oral notification.

The new policy, which took effect April 1, offers some service members a greater opportunity to retire at 20 years, a Military Personnel Center official explained.

Under the old system, he said, soldiers received alerts or orders up to six months before a scheduled retirement. Now members can look in their retirement at an earlier date.

The marathon

Harrisburg DRC

Ever since a few recruiting stations across the northeast introduced the "marathon" as a new prospecting technique, the gauntlet has been thrown down.

Sergeant First Class Ron Stinsman, of the Harrisburg DRC, saw in this gauntlet a chance to solve a minor identity problem facing his Camp Hill Recruiting Station. Stinsman's office is located in the suburbs of Harrisburg and is sometimes overshadowed by his multi-man neighbor. Because of this, he recognized the value of a marathon to generate good leads in a short period of time and a chance to tell the Army story.

So Stinsman set up his headquarters at a local shopping mall and began recruiting round-the-clock for 14 consecutive days. He broke the current marathon record of 288 hours when he logged in his 312th hour on the last day.

Along with Private Jeffery Brandt and Specialist 4 William Phillips, recruiter aides assigned to the Camp Hill Recruiting Station, he picked up 211 workable leads, 17 of whom enlisted during his two-week marathon. To date, another 13 have completed processing and are now members of the Army.

Stinsman also set another first during his marathon that ran from January 7-21. Former marathons were held "in station." Stinsman was the first to take his effort out of the station and into the mainstream of the public. He manned his operation inside during the mall's normal business hours and then moved outside to a camper that served as his headquarters overnight.

The record setting marathon was also a major total Army effort. Before enlisting anyone, Stinsman enlisted the aid of the DRC A&SP section, local National Guard and Reserve units, the Army War College, a unit

from MDW, and two Army bands. "There were a lot of people involved in the total effort but I was the only guy working around the clock. A lot of people deserve credit for the overall success of the marathon," Stinsman said.

"Prior to opening day, A&SP blitzed the local area with press releases to newspapers, calls to radio stations, and news advisories to three TV stations," Stinsman explained. "It paid off, I was interviewed by all three TV stations, two of them twice. They covered my effort from start to finish. Radio stations called me several times for some on-the-scene information, and two newspapers ran feature stories on the event. The return in publicity was phenomenal," he added.

The marathon provided a testing ground for the new all Army support of recruiting programs. "We decided to request some equipment from units located in the DC area. Within two days they were here and ready to help," Stinsman said.

Support from Reserve Components, according to Stinsman was "truly outstanding." Reserve units provided a M60-A1 Tank and a M113-A1 Armored Personnel Carrier for outside the mall. Inside, the reserves set up an ambulance and on weekends sent in medical personnel to administer free blood pressure checks.

National Guard support came from

Pennsylvania's 28th Infantry Division that provided a 105mm Howitzer, a quarter-ton jeep, Gamma goat, and two aviation machine vans. The Guard also supplied the personnel that were used to move all of the heavy equipment.

"For their efforts," Stinsman said, "the Reserves picked up 31 good leads out of the total 211 we got and the Guard pulled in 23 leads. The effort paid off for all of us."

According to many people in the area the highlights of the marathon were the appearance of two Army bands. The 1st Army Band mesmerized the crowds with a typical excellent concert during the first weekend. Then, the "Brooklyn Queens Expressway" of the 26th Army Band, rocked the crowd on the last weekend with two earth-shattering performances.

"Obviously, my DRC Commander was pleased with my effort," Stinsman said. Lieutenant Colonel Stanley J. Delikat presented his Camp Hill Station Commander with a trophy for a "job that went above and beyond."

"I'm glad I did it," Stinsman said, "and I feel good about it. Now it's someone else's turn to try and break my record."

After being re-introduced to his wife, Stinsman joined them at Hershey Park Arena for a quiet evening watching the Ice Capades.



A small part of the number of exhibits setup in support of SFC Stinsman's recruiting marathon.

Times Square Station

by SP4 Michael Roeger

Among the giant skyscrapers probing their way into the clouds above New York stands one very small building. One might think this tiny, one room office building wouldn't fit into the New York scheme of things, but for some reason it does. The building is located at the corner of Broadway and 43rd Street.

This structure is the Armed Forces Recruiting Station at Times Square. It has been there since about World War II. As Army recruiter, Staff Sergeant Carlos Vazquez says, "It's probably the most famous station in the country."

Vazquez is one of four Armed Forces recruiters at one of the busiest stations in the country.

"About 35 people drop by everyday," Vazquez said. "Many of these people think it's a tourist information center. Others come in looking for souvenirs such as the Uncle Sam posters."

Since many people think it's an information center and are surprised to see the military running the place, Vazquez seizes upon the opportunity to sell the Army. The extroverted recruiter doesn't believe in turning people away because they aren't interested in the Army. But, he believes in selling his program to everyone, whether or not they are tourists, just dropping by, or a prospective recruit.

"This station is in more than a good location," Vazquez boldly stated, "it's in the best location in the country. It's in the heart of Broadway, and the

heart of New York City, the crossroads of the world."

Because of the unique location, the recruiting station is a place where people from all over the country can join the Army. "We have people come in from all over. From the other boroughs of the city as well as other states and foreign countries," Vazquez added. "It's an international recruiting station."

The Times Square station is also a place where show biz people get information about the Army. "I get letters from actors and actresses asking how to wear ribbons and how to do facing movements," Vazquez continued. "I always try to answer these letters as soon as I can."

"I also have to be on my toes concerning Army policies," he said, "because I'm always answering questions about the Army from people everywhere."

Besides being a general Army information center, the recruiting station handles about 20 Army applicants a day. Of those, about 12 a week actually join. One of those who've joined from the Times Square station is Vazquez himself.

He grew up in Queens, another borough of New York City; however when he joined the Army, he didn't go to a recruiting station in Queens, but rather he went to the station he grew up with at Times Square.

"People around here," Vazquez explained, "grow up with this station, so instead of going to a station close to home to join, they come here."

Since the other services are located in not only the same building as the

Army, but the same office, there is a lot of competition between recruiters.

"When someone comes in here, he usually goes from desk to desk looking for information," he said. "Because of the heavy competition, I have to be sharper than the rest. I also have to have a good attitude. I have to sell the Army to the applicant. I tell him he is going to take the Army test and the Army physical. I stress Army. The one who sells the best, will get the recruit."

This little one room office building is more than a recruiting station for the Armed Forces. On Thanksgiving, the building doubles as a temporary police headquarters for the famous Macy's Parade.

It has also been the set of many movies since it first opened in the early 1940's. Most recently, it was shown in the movie "Heroes," starring Henry Winkler and Sally Field.

Vazquez feels this unusual publicity is good for his station and for the Army.

While the station is open almost everyday, attracting not only prospective recruits, but tourists alike, the station isn't open over New Year's Eve, when the most people are down at Times Square.

"We have to board the building up," Vazquez said, "because of the hordes of people down here for the dropping of the ball to bring in the New Year. If we didn't, the vandals would destroy it."

Even with the littlest place in New York, Vazquez is doing big business for the Army at the crossroads of the world, Times Square.





This basic training soldier is learning to react verbally as he assumes a fighting stance. The men in Charley-Joe's company found that intimidating the enemy by acting like a madman could provide a needed psychological advantage.

3d Week:

**Breathe,
Relax,
Aim,
Squeeze**

SP4 Anthony Del Valle
"Inside the Turret"
Ft. Knox, KY

By the third week, the shock of military life was pretty well gone for Charley-Joe. In fact, he had trouble at times remembering what it was like to think as a civilian. Getting up at 4 a.m. and keeping busy until well into the evening was now a way of life.

When Charley-Joe saw a group of recruits still in civilian clothes, marching (badly) toward the reception area, he thought back to his first days.

He had a lot of anxieties those first couple of weeks, and he hadn't been sure he'd ever be able to adjust. Once or twice, he had thought the only smart thing to do would be to grab a bus ticket and bee-line it home. But he realized now he had indeed adjusted.

Charley-Joe hadn't always found coping with new situations easy. As a civilian, if he found a new job uncomfortable, he would just quit.

Maybe now, in the same situation, he would hang on a little longer and "deal with it." After all, if he could adjust to living with a large number of men, with no privacy and community showers, 4 a.m. wake-ups and constant social and training pressures, then, maybe he was equipped to adjust to anything.

Charley-Joe felt some concern for the new recruits who were marching by. He knew they, too, would soon learn to adjust. But for now, they would be full of anxiety and tensions and ready to run.

He wanted to yell out to them, "Hey, I was in your shoes just two weeks ago, and I just want to tell you everything's gonna be all right!" But he figured they'd have to learn all that for themselves.

The third week of basic training began with the troops of the 4th Training Brigade's Company B, 18th Battalion, preparing to fire their M-

16 rifles. Charley-Joe felt that the real training was now about to begin.

The troops would be moving out that evening for a two-day bivouac. They were given a couple of classes on handling bivouac equipment, water rationing and foot care. They would be carrying 25-30 pounds of equipment as they marched, and Charley-Joe was eager for as much advice as he would get from the classes.

Charley-Joe had never fired any sort of weapon before, and he was apprehensive. One sergeant, though, commented that those who had never fired a weapon before would probably have it easier than those who had.

"The guys who have never shot," he said, "will listen to instructions more."

They moved out that afternoon. For the first time, Charley-Joe was marching with his entire company, his full gear and his M-16. All he needed, he thought, was a little music, and the script would be complete.

When he was a civilian and he thought of being in the Army, this sort of picture was what he had imagined.

His morale was about the highest it had been during his basic training. The men had been told it would probably rain quite a bit while they were in their tents, and that just made Charley-Joe more determined. There was nothing that could dampen his spirits at this point, he thought.

Marching as a company reinforced a feeling of comradeship for the men. Occasionally, someone's pack would start slipping and another soldier would run up and help him out. Charley-Joe recognized a bond among the men, and he was proud to be a part of it.

They set up for bivouac as soon as they arrived at Canby Range. Charley-Joe pitched his tent quickly, and then helped some of the slower men. The troops were particularly careful about digging trenches around the tents

since there was little doubt now they would soon be caught in a heavy rain.

Once the bivouac site was in order the chow truck arrived.

The men ate a hot meal standing up, with their weapons slung over their shoulders.

Finally the men were instructed on how to fire their weapons. Charley-Joe listened closely. He had no idea what he was doing.

The instructions were given slowly and repeated many times. First, the instructor stressed safety. Charley-Joe didn't need too much warning about that. He was scared out of his mind anyway. But the instructor said that any soldier who just followed directions would do fine.

There were four main points to remember before firing: breathe, relax, aim and squeeze.

The instructor said you had to squeeze, not pull, the trigger. And he said you had to hold your breath while firing, or your weapon would be jerked off target. Charley-Joe thought firing a weapon looked a lot easier on TV.

The men were soon down in their fox holes and, after following instructions from a control tower, Charley-Joe, with his ear plugs in place and the butt of his rifle up square against the pocket of his shoulder, fired the first round of his military career.

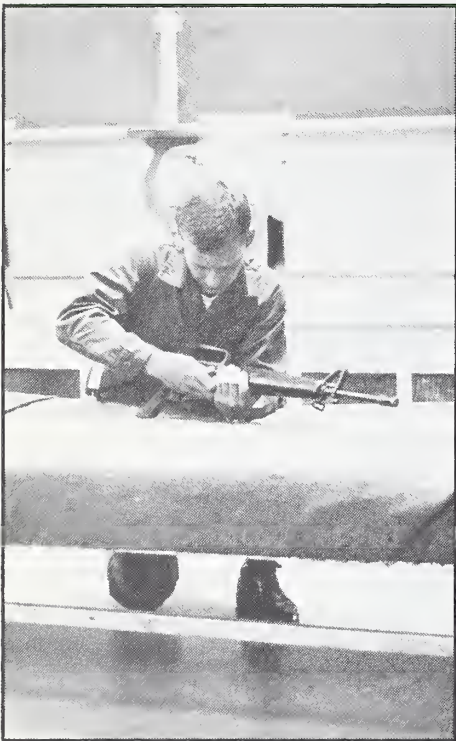
His target showed he was shooting too far down and right. He was sure he was aiming properly.

A sergeant who happened to be watching told Charley-Joe to remember not to breathe as he squeezed the trigger.

Charley-Joe was still a little off his target, but his sergeant told him he'd have little trouble once his weapon was zeroed — whatever that meant.

The men fired nine rounds of ammunition for familiarization. They began to feel comfortable with their weapons. Charley-Joe had begun to

A basic training soldier from Charley-Joe's company performs a quick functions check on his M-16 after disassembling and reassembling it.



memorize the eight-point steady-hold factors the instructor had given them to follow. It was getting easier because the procedure was being repeated so often.

It rained most of the evening. Charley-Joe was glad they had all been careful about the trenches. But he was still worried about his performance on the range. He didn't feel in control of his weapon, and he couldn't figure out exactly what he was doing wrong.

The next morning the men were forced to dress in their tents as the downpour continued. They ate their morning meal out in the rain. It would be a long day.

They soon began "zeroing" their weapons. The instructor said a weapon would be zeroed according to the individual soldier's needs.

When Charley-Joe later fired a round a sergeant pointed out to him that all his hits were in the same general area, and yet, they were all down and off to the right. The sergeant adjusted the point of aim so Charley-Joe could continue aiming the same way but would now be hitting the target.

Sure enough, after zeroing Charley-Joe's accuracy improved. He now felt in control of his weapon.

That evening the company did a little physical training. Everyone seemed a lot more at ease. Most of the soldiers had done pretty well on the range.

It would be the company's last night on bivouac for now. And Charley-Joe thought not a night too soon. He wanted more than anything to take a shower and get into a fresh uniform.

He couldn't believe he was saying it, but he actually was looking forward to seeing his barracks again.

Saturday was the first time the men fired their weapons after they had been zeroed. They were required to hit 17 targets out of 40. They shot at pop-up targets. Each soldier had only a

few seconds to hit each one.

Charley-Joe was now required to "breathe-relax-aim-squeeze" in about one-fourth the time. He tended to tense up because of the time limit, but whenever he did, he would miss the target.

He had to force himself to relax even though he was in a hurry. He imagined that would be especially true in a real-life combat situation. How does a guy breathe and relax when his life is in danger?

Early in the afternoon, the men were ready to begin the seven-mile march back to company. They were all tired, wet and agitated. Calling cadence helped the men take their minds off their situation. They moved considerably slower on their way from bivouac than they did on their way to it.

When Charley-Joe saw Building 6826 coming, he felt like he was coming home. He would never complain about barracks conditions again. He had a bed there, with sheets, and clean clothes and all the running water he wanted. What man could want any more from life than that?

Before the men were permitted to enter their barracks, however, the sergeant said he wanted to make an announcement. Charley-Joe thought, "Man, here we go. He's going to give us another detail."

Instead, the sergeant announced that the company commander had decided to grant Phase II privileges to the men as of that evening.

It always seemed to Charley-Joe that just when the pain was getting too great or the training too rough, some unexpected privilege was suddenly granted.

Phase II meant that the men, after spending two days marching and training in the rain, would now be able to spend the evening letting off steam in the post exchange. Maybe they'd have a beer, or maybe play a game of pinball.

The control tower orders a "Rush" and Charley-Joe and his men advance from one cover to another in the combat movement course.





Shortly after completing a seven-mile road march, these basic training soldiers from Charley-Joe's company hit the trail again for a 10-mile hike. Their rifles got heavier and heavier as the hours dragged on.

Charley-Joe thought it was amazing how nobody seemed tired anymore. He took a quick shower, grabbed a clean uniform and double-timed it to his first cold draft since joining the Army a hundred years ago.

There was something special about this evening. It was the first time the group had had a chance to relax together and have a beer. They all talked too much and too loudly, but Charley-Joe felt they had all earned the right.

Everybody was very friendly. Some guys were buying their buddies a Coke or a beer. Charley-Joe realized he had really liked these guys. He had at first shied away from some of them because they were different from the kind of people he was used to. But now he had grown to respect these differences.

Even some of the men's faults now seemed comical.

He sat in the PX that night and thought for the first time about how he really wished these men well. He would miss many of them when basic was over.

The next couple of days were spent in reinforcement training. The sergeants went over much of what the young soldiers had learned on the range. Charley-Joe was anxious to get back out there and prove to himself that he had indeed learned the control of his weapon.

On Tuesday, the men went to Drip

Springs where they were confronted with more than one pop-up target. Charley-Joe had to cut his aiming time in half and he grew more skilled as the day went on.

Wednesday was the evaluation day. The troops went to Pells Range, where they had never been, and fired at up to three pop-up targets at one time. The men would be awarded badges at the end of the day, emblems they would wear on their dress uniforms well after they'd finished basic training. It was an important day.

Out of 40 possible hits a score of 28 would be a marksman. Anyone scoring below 17 would have to make up the training.

Charley-Joe had had plenty of practice and he just kept telling himself to relax. He kept repeating, "breathe-relax-aim-squeeze."

The soldiers in Company B, 18th Battalion, had a good day on the range. In Charley-Joe's section, the 3d platoon, every man qualified. Eleven of these men — including Charley-Joe — received an expert rating.

When the men returned to the company, the sergeant awarded the troops their badges. A week of practicing had paid off.

Their M-16 training was, for the most part, over. It was one more obstacle the men had put behind them. They were that much nearer to graduation.

Charley-Joe looked closely at his expert badge after his sergeant had congratulated him. It would look good on his khaki shirt.

Next week, he would be learning about grenades. Now that his rifle training was over he was anxious to get on to something else soon.

He thought again about that platoon of new recruits he had seen several days ago. He didn't feel sorry for them anymore. Sure, they had a lot of hard work ahead of them. But they would soon be getting an opportunity to develop a sense of self-respect and achievement they probably hadn't had a chance to acquire before.

They would soon be learning how to earn their free time.

They would soon be learning how to really enjoy a beer.

19D: Cavalry Scout

by **Candy Goodman**
MWRRC

In terms of appeal, the Cavalry Scout MOS will probably attract enlistees with interests similar to prospective infantrymen.

The cavalry scout will be mobile — riding and maintaining armored vehicles. He will face challenge and excitement as he precedes the troops, searching for and locating the enemy. He must move quickly and quietly to avoid detection by the enemy, and danger could surround him at any moment.

The infantry will depend on information obtained by the cavalry scout; thus the scout has much responsibility, and many lives could depend on the accuracy of his reports. The scout will travel where the action is, ahead of the front line and could even seize control of an area with his crew.

The scout will develop communication skills to give accurate descriptions of land, obstacles, and enemy movements. He will learn to be a keen

observer, daring traveler, and quick thinker. He will work most often as part of a team, setting up observation and listening posts, but he will ultimately rely on his own wits to survive and protect his comrades. The cavalry scout will encounter grueling challenges, both physical and mental. Infantrymen and battle units will look to him for guidance, information and trust in his leadership abilities.

19D provides:

- Opportunity for travel, physical challenge, danger, self-reliance, variety.
- Tremendous responsibility, opportunity to learn communication skills, opportunity to make decisions, satisfaction of helping protect battle units, chance to develop analytical skills and land navigation techniques.
- Opportunity to work with armored vehicles, knowledge of how to maintain armored vehicles, chance to observe enemy vehicles and protect friendly vehicles.
- Chance to work as part of a

team, opportunity to gain independence, and an environment in which to mature.

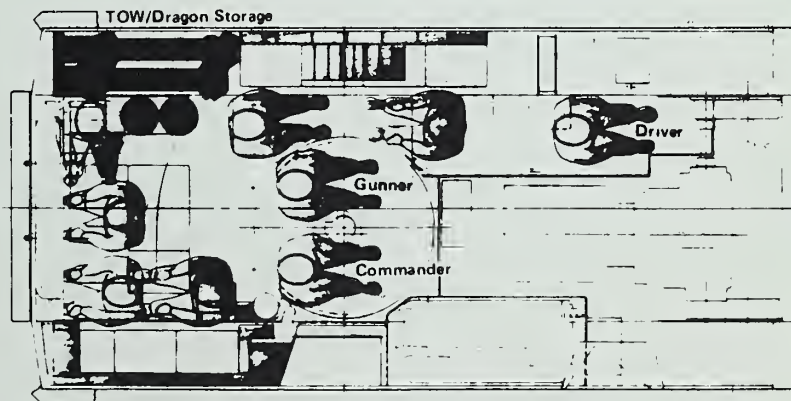
19D duties:

- Gathers and reports information on land formations, enemy strength, enemy equipment, enemy movement, and enemy location. Serves as member of observation post, uses communication equipment, operates armored vehicles. Locates points on maps, assists in demolitions of enemy mine-fields, and uses weapons for protection.
- Leads scout crew or assists scout squad leader. Supervises scout vehicle crew; selects and organizes observation posts; trains crew; prepares, files and distributes maps and documents.
- Leads scout squad or section. Supervises maintenance of equipment, storage of ammunition, and directs use of materials in combat. Collects, reports, and evaluates accuracy of intelligence information.
- Supervises armored cavalry or reconnaissance platoon and processes operations and intelligence information.

XM3 Cavalry Fighting Vehicle

The Mechanized Infantry Combat Vehicle (MICV) has undergone significant design changes since November 1976 when a decision was made by the Army to use the same basic vehicle for both Infantry and Cavalry applications, thereby improving the commonality of componentry and reducing the costs of both development and procurement.

One of the major design changes introduced was in the turret which was reconfigured to accommodate two crewmen, mount a 25MM automatic gun as the primary weapon and provide a two TOW missile launcher system as a secondary weapon.



Inside the Cavalry Fighting Vehicle

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19D: Cavalry Scout

